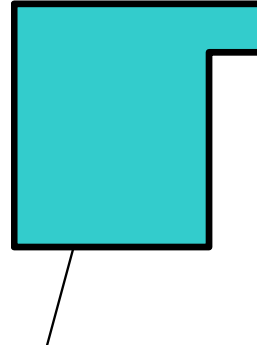
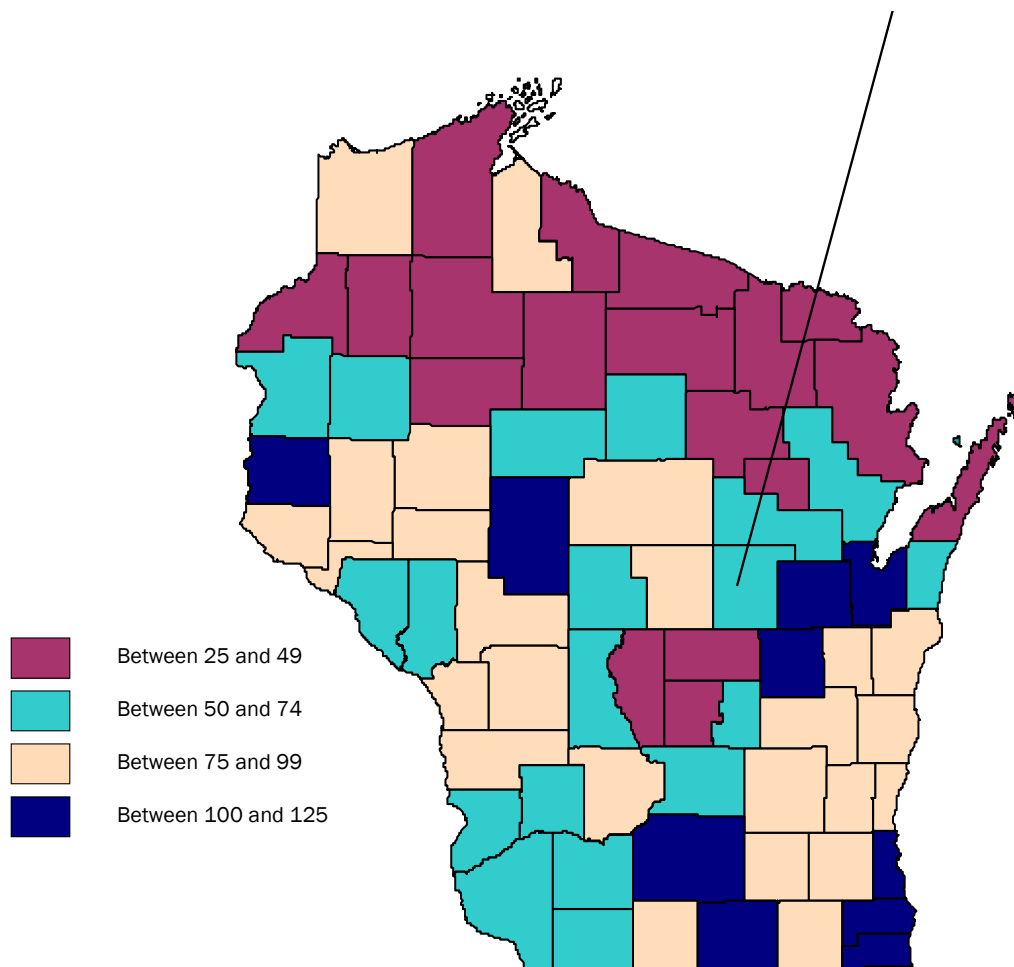


Waupaca County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Since the 2000 Census, Waupaca County's population has grown slightly slower than the State of Wisconsin and about two-thirds of the national growth rate. The growth pattern is somewhat different from the last decade when the county grew at a faster pace than both the state and nation. Nine of the county's ten largest municipalities had an in-

crease in population. All of the county's population growth came from net migration. The county had a loss in population based on natural increase. This is quite different than the state, nation and even other non-metropolitan counties. New residents move to the county to live in an area with numerous natural amenities while taking advantage of the availability of employment opportunities in Winnebago and Outagamie counties, that are easily accessible via Highways 10 and 45. This premise is substantiated by the commuting patterns for the county.

The county has an aging population with a large portion ranging from middle age through old age. This has an affect on the birthrate in the county, as a large portion of the population is near or past the prime child-bearing years. Counties that do have higher birth

Total Population

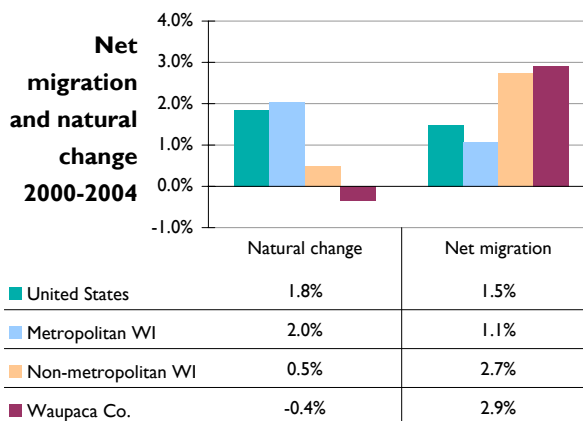
	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Waupaca County	51,825	53,222	1,397	2.7%
Largest Municipalities				
Waupaca, City	5,676	5,821	145	2.6%
New London, City*	5,618	5,717	99	1.8%
Clintonville, City	4,736	4,675	-61	-1.3%
Farmington, Town	4,148	4,247	99	2.4%
Mukwa, Town	2,773	2,906	133	4.8%
Dayton, Town	2,734	2,853	119	4.4%
Weyauwega, City	1,806	1,896	90	5.0%
Lebanon, Town	1,648	1,722	74	4.5%
Royalton, Town	1,544	1,570	26	1.7%
Little Wolf, Town	1,430	1,508	78	5.5%

*Waupaca County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

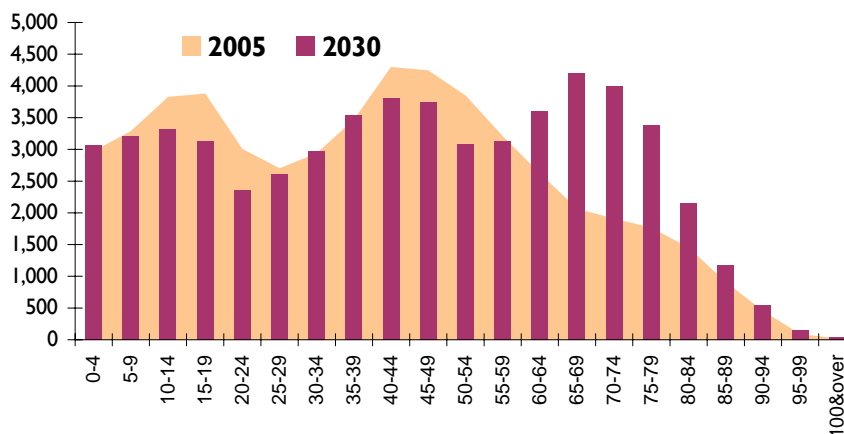
crease in population. The only municipality to decline during this time was the City of Clintonville, which lost 61 residents for a reduction of 1.3 percent. The rest of the municipalities had increases ranging from 1.7 percent to a high of 5.5 percent in the Town of Little Wolf. The City of Waupaca had the greatest numeric population increase adding 145 residents. Small changes are not unusual in communities which can fluctuate quite frequently. Changes occur due to a variety of reasons besides normal population growth. These would include changes in the economy as well as changes in municipal boundaries.

The two sources of population growth are natural increase which is the number of births minus the number of deaths, and net migration which counts the number of residents moving into the county and subtracts



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Waupaca County



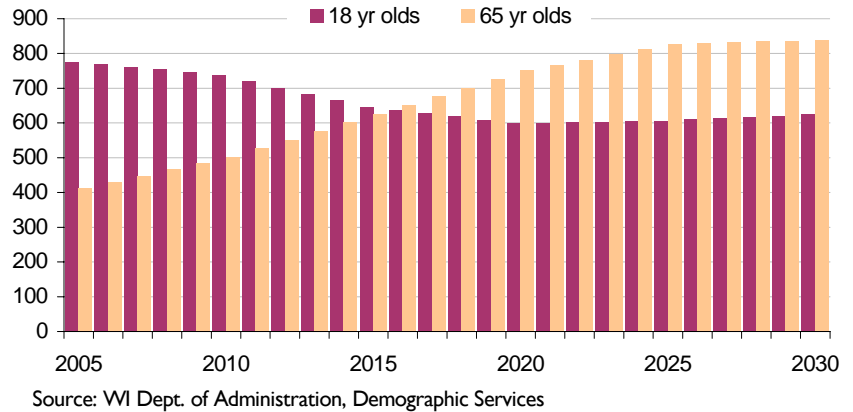
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

rates, also have younger populations and/or a larger minority population.

The decline in population from natural causes will have an impact on the potential labor force in the county about 2015. Based on the table to the right, the number reaching retirement age of 65 will begin to exceed the population reaching entry age to the labor force. It should be noted that not all 18-year olds enter the labor market just as not all retirements occur at 65. The degree that the population participates in the labor force is called the labor force participation rate and it varies by location, age, sex, race, and ethnicity.

Convergence of 18 & 65 year old population in Waupaca County

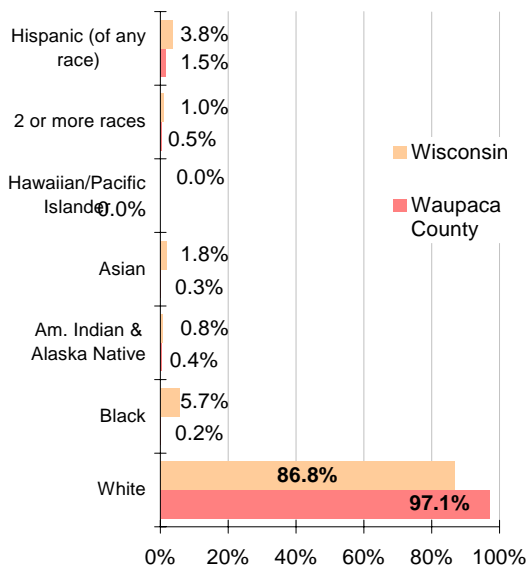


It is possible that in time, the county's labor force will begin to decrease as the share of population in the middle age groups declines. Labor force participation is highest among the population aged 25 to 50 years and was great when most of the population was middle-aged. Nationally, labor force participation is increasing faster among the non-white populations while it is declining in white populations. Participation is also increasing in the older age groups.

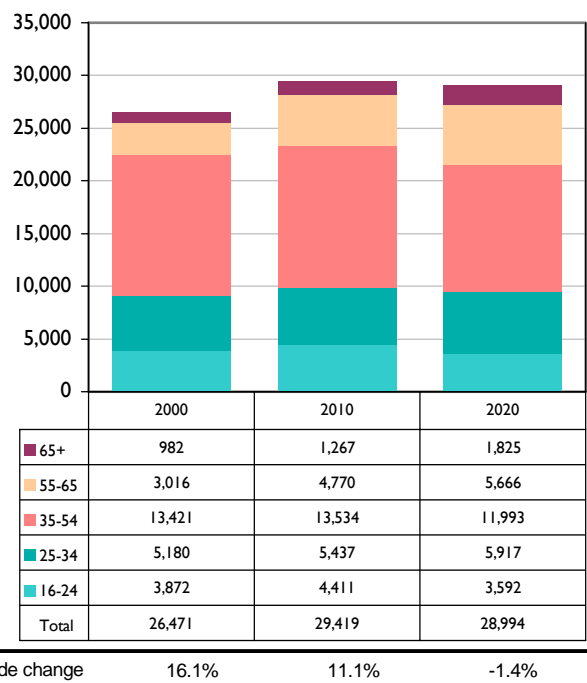
ing elderly population is significant on many levels, not only on labor force supply but also in the demand for services. This will offer new challenges in the near future for businesses to provide these additional services while dealing with the possibility of a declining labor force in the county. In the immediate future labor supply will continue to increase but that growth will be much slower than in the previous ten years.

The graph visually demonstrates the aging of those two major groups in the population. The impact of an increas-

Race and ethnic distribution



Waupaca County Labor Force Projections by Age

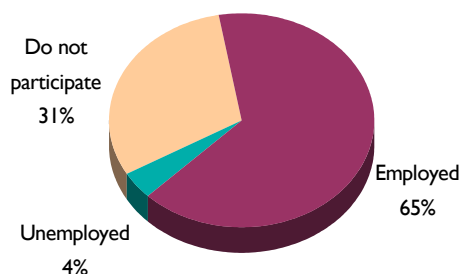


Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Waupaca County a participation rate of 69 percent means that 31 percent of the population 16 years old and older did

Labor force participation in Waupaca County



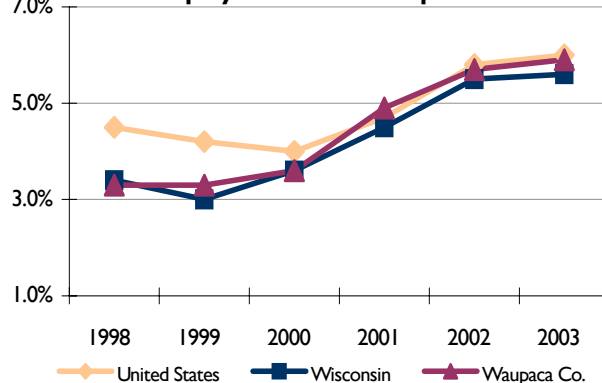
Source: DWD, Office of Economic Advisors, July 2004

not participate. That includes some students and individuals who choose not to work including retirees, as well as those that were unable to participate in the labor market at that time.

As the population ages, more retirees will be

included in the category of choosing not to work and labor force participation rates will decline. Participation in the county is between the state and county levels. With the possibility of a declining labor force both economic development and business retention will be more difficult.

Unemployment Rate Comparison



Waupaca County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	26,703	25,591	26,516	27,029	26,974	27,477
Employed	25,831	24,752	25,553	25,697	25,445	25,844
Unemployed	872	839	963	1,332	1,529	1,633
Unemployment Rate	3.3%	3.3%	3.6%	4.9%	5.7%	5.9%

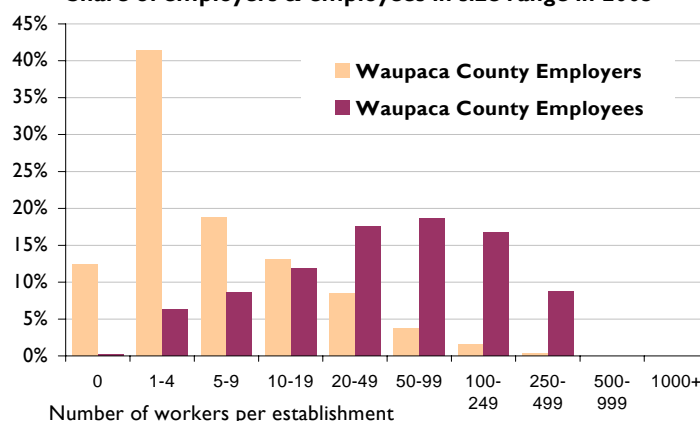
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nearly 85 percent of the county's employers have fewer than 20 workers. This group of employers provides less than 30 percent of the county's jobs. At the same time fewer than five percent of the employers in the county have over 50 workers. This five percent provides almost 40 percent of the county's jobs. The largest portion of workers in the county are employed by employers with 20 to 249 workers. This makes up less than 14 percent of all of the employers.

Although small employers do not provide a high percent of the jobs, these are often the businesses of the future, and may collectively have a faster growth rate than their large counterparts.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Three of the county's ten largest industry groups are in manufacturing. Prior to 2002, the publishing industry was included under manufacturing, however with the change to the North American Industrial Classification System, this industry is now part of the information sector. The remaining industry groups come under the general heading of services. Only two of the industry groups have had declines over the last five years. The ambulatory health care industry increased by nearly 66

percent in the last five years.

Waupaca County has nearly 1,400 public and private business. However, just ten of these businesses provided over one in four jobs in the county. Changes in any of these businesses has a profound impact on the county's economy.

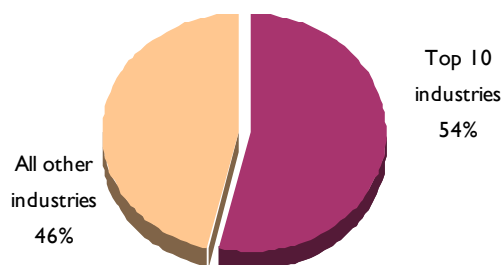
Top 10 Industries in Waupaca County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Nursing & residential care facilities	17	2,165	35	133
Educational services	8	1,812	-6	198
Primary metal manufacturing	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	103	1,552	-59	41
Transportation equipment manufacturing	9	787	59	106
Publishing industries	11	681	-52	-53
Food & beverage stores	21	641	-31	-101
Ambulatory health care services	52	641	4	255
Merchant wholesalers, nondurable goods	19	553	-12	not avail.
Plastics & rubber products manufacturing	suppressed	suppressed	not avail.	not avail.

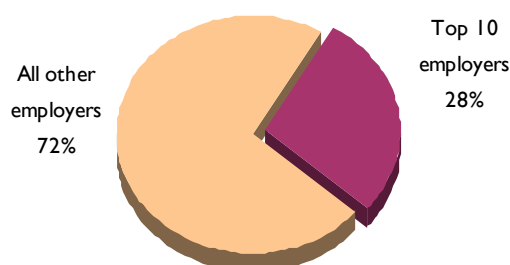
Top 10 Employers in Waupaca County

Establishment	Product or Service	Size (Dec. 2003)
Waupaca Foundry Inc.	Iron foundries	Over 999 employees
Wisconsin Veteran's Home	Nursing care facilities	500-999 employees
County of Waupaca	Executive and legislative offices, combined	500-999 employees
School District of Waupaca	Elementary and secondary schools	250-499 employees
Sturm Foods Inc.	Other grocery product merchant wholesalers	250-499 employees
School District of New London	Elementary and secondary schools	250-499 employees
Seagrave Fire Apparatus LLC	Motor vehicle body manufacturing	250-499 employees
Krause Publications Inc.	Periodical publishers	250-499 employees
Reynolds Consumer Products Inc.(Presto Prod.)	Plastics bag manufacturing	250-499 employees
Clintonville Public School	Elementary and secondary schools	250-499 employees

Share of jobs in top 10 industries in Waupaca County



Share of Waupaca County jobs with top 10 employers



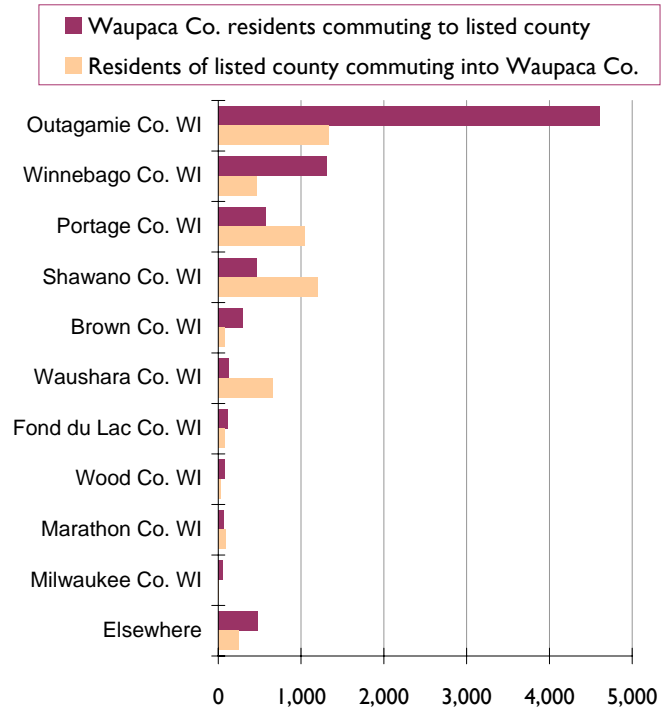
Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just crossing a street or river. In other places there may be a substantial commute. Generally, large metropolitan areas attract workers from the surrounding counties as wages and occupational opportunities are more abundant than in more rural counties. When looking at the commuting patterns for Waupaca County, this seems to be substantiated. Commuting patterns is one additional way of looking at a county's labor force.

Looking at the chart to the left and the table below it is easy to surmise that Waupaca County is an exporter of workers. The interaction between jobs and workers from other counties is not limited to just one county, but several. However, the majority of loss of workers does occur primarily with Outagamie County, the county's neighbor to the east.

Although the county loses a large number of workers to Outagamie and Winnebago, it also has some very positive exchanges with other counties such as Portage, Shawano, Waushara Counties. Overall, the county exports over 2,900 more workers to surrounding counties than it receives.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right includes occupations that are common in the area. The list is not all inclusive and for information on additional occupations refer to the Office of Economic Advisors website: <http://dwd.wisconsin.gov/oea/>. Wage tables are general guides to what is happening in the local labor market. The surveys are sent to approximately one-third of the employers in the state every year.

The surveys provide assistance to workers in knowing their worth on the market as well as employers that are looking to hire new workers and want to know what the "going rate" is. Note the table excludes the top and bottom 25 percent of wages, so there will be instances when the wages will be either above or below those listed on the table.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$9.59	\$7.11	\$8.26	\$10.61
Cashiers	\$7.80	\$6.66	\$7.66	\$8.73
Janitors & cleaners, except maids & hskpg. cleaners	\$8.80	\$7.49	\$8.32	\$9.33
Nursing aides, orderlies, & attendants	\$9.82	\$8.64	\$9.75	\$10.86
Truck drivers, heavy & tractor-trailer	\$16.40	\$12.91	\$17.52	\$20.40
Team assemblers	\$14.04	\$10.31	\$13.68	\$17.07
Laborers & freight, stock, & material movers, hand	\$12.20	\$8.60	\$11.38	\$15.81
Secretaries, except legal, medical, & executive	\$10.70	\$9.06	\$10.70	\$12.55
Registered nurses	\$20.79	\$18.62	\$20.63	\$23.00
Comb. food prep. & serving workers (fast food)	\$7.28	\$6.15	\$7.15	\$8.11
Carpenters	\$15.03	\$10.63	\$13.40	\$18.21
Office clerks, general	\$10.06	\$8.04	\$9.83	\$11.92
Bookkeeping, accounting, & auditing clerks	\$10.89	\$8.75	\$10.62	\$13.01
Helpers--production workers	\$12.73	\$9.87	\$12.43	\$15.36
Maintenance & repair workers, general	\$17.63	\$13.32	\$17.79	\$22.60
Waiters & waitresses	\$7.34	\$6.17	\$6.89	\$8.34
1st-line supvsr/mgrs. of prod. & operating workers	\$19.75	\$15.19	\$18.25	\$22.88
Stock clerks & order fillers	\$9.74	\$7.48	\$8.92	\$11.06
Welders, cutters, solderers, & brazers	\$15.29	\$13.74	\$15.66	\$17.13
General & operations managers	\$35.30	\$21.27	\$28.86	\$43.62

Waupaca County is part of an area which includes Lincoln, Oneida, Price and Waupaca counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

The overall average annual wage for all of the industry sectors in Waupaca County is below the statewide average. This is fairly typical for a non-metropolitan county in Wisconsin. The average wage of \$27,349 was 81.8 percent of the statewide average. Generally, wages are higher in the metropolitan areas and decrease as you get further from a metropolitan area. Metropolitan areas have a wider range of occupations and openings with greater competition for workers, which pushes wages up.

The two industries with the most workers in the county are the manufacturing industry sector and the education and health industry sector. Between the two of them they provide nearly 50 percent of all the jobs in the county. Education and health has about 200 more jobs than the manufacturing sector, however, manufacturing provides a greater portion of the wages paid in the county. Nearly 35 percent of the wages paid in

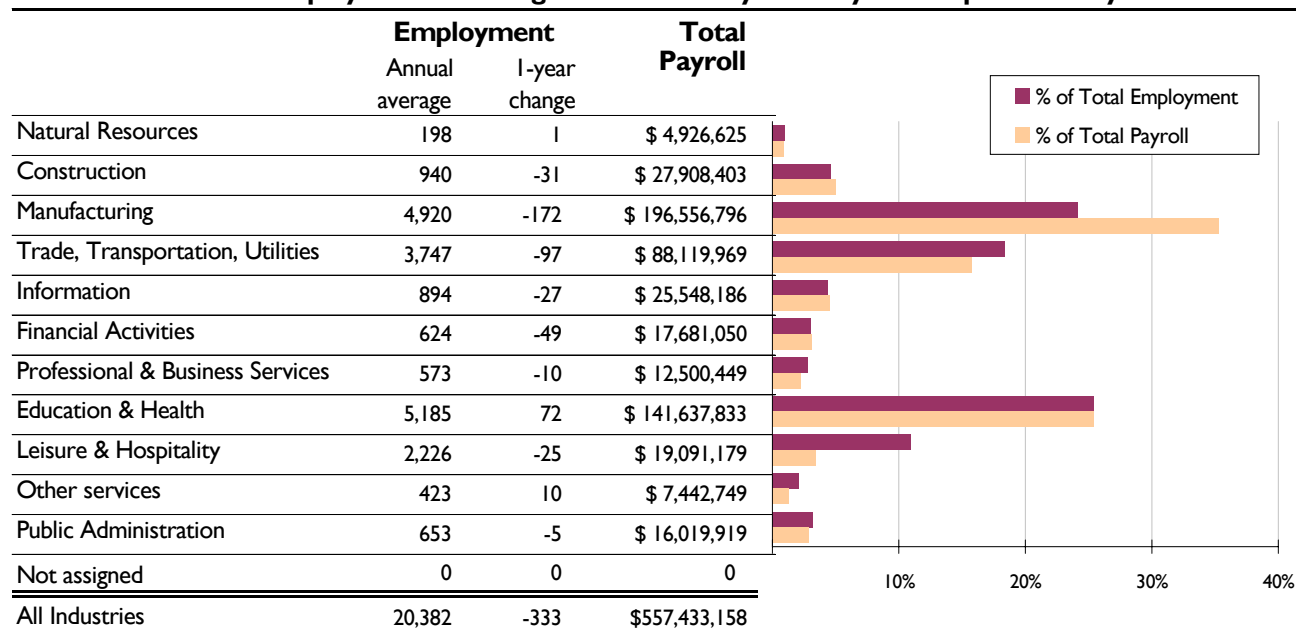
Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Waupaca County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 27,349	81.8%	2.5%
Natural resources	\$ 25,723	\$ 24,882	96.7%	1.8%
Construction	\$ 40,228	\$ 29,690	73.8%	-0.5%
Manufacturing	\$ 42,013	\$ 39,951	95.1%	3.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 23,517	81.4%	2.1%
Information	\$ 39,175	\$ 28,577	72.9%	-1.5%
Financial activities	\$ 42,946	\$ 28,335	66.0%	6.9%
Professional & Business Services	\$ 38,076	\$ 21,816	57.3%	4.4%
Education & Health	\$ 35,045	\$ 27,317	77.9%	2.8%
Leisure & Hospitality	\$ 12,002	\$ 8,576	71.5%	3.1%
Other services	\$ 19,710	\$ 17,595	89.3%	0.4%
Public Administration	\$ 35,689	\$ 24,533	68.7%	6.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Waupaca County come from the manufacturing sector. Currently the industries in the manufacturing sector have gone through several years of downsizing. Although the sector has downsized, it still remains an important part of the economy. Not only does manufacturing provide the greatest portion of the county's wages, it is also has the highest average wage in the county. The wages in this industry were at 95.1 percent of the statewide average.

2003 Employment and Wage Distribution by Industry in Waupaca County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

Net earnings is the primary source of PCPI in Waupaca County, although the percentage of PCPI from this source is less than either the state or nation. Smaller percentages come from dividends, interests payments and transfer payments. The percent of income from net earnings and dividends, interest and rent payments is

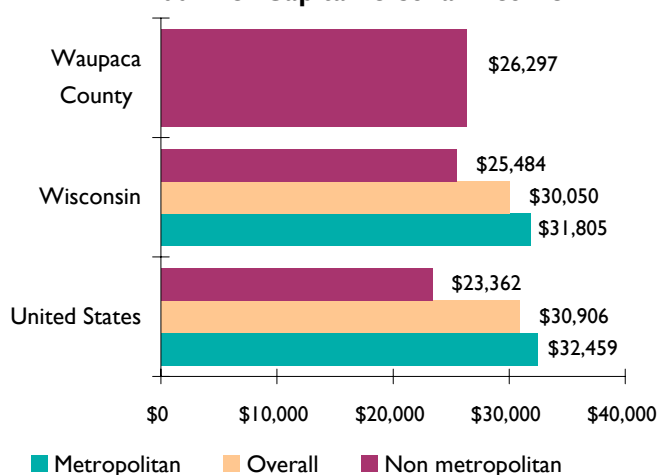
also lower than the state and national average. However, this is offset with a greater percent coming transfer payments. This may represent the high portion of an older and retired population in the county.

PCPI in the county is \$26,297. This is below the state level of \$30,050 and the national of \$30,906. The growth rate for the county's PCPI over the last year was above the state and the nation, however, over the five-year period it lagged both the increases for the state and nation and the increase of other non-metro counties in the state.

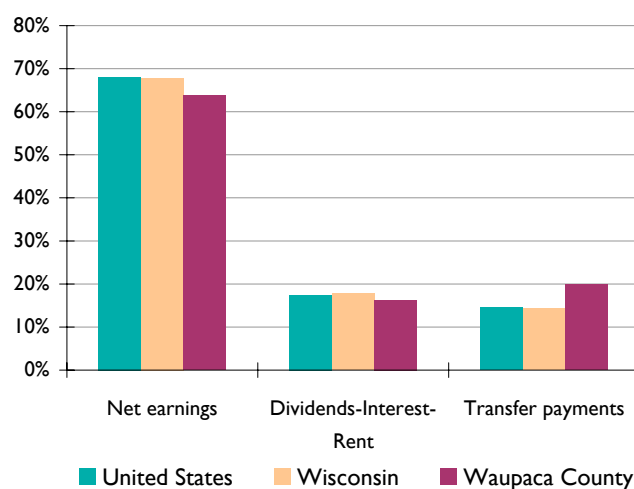
Per Capita Personal Income							Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Waupaca County	\$21,680	\$23,568	\$24,251	\$24,799	\$25,708	\$26,297	2.3%	21.3%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Waupaca County	\$24,300	\$26,011	\$26,187	\$25,908	\$26,114	\$26,297	0.7%	8.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004

2002 Per Capita Personal Income



Components of Total Personal Income: 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Dick Seidemann
3620 Wilgus Av.
Sheboygan, WI 53081
Phone: 920-459-3845
email: Richard.Seidemann@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.